RJ REYNOLDS
TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

May 6, 1998

RJR Account #177968
R. Helms
PETER DAY WHOLESALE

JUNE CTS: DORAL BUY 8 PACKS GET 2 PACKS FREE / PROMOTION #800541

Dear Bob:

DORAL B8G2F 'PRE-SLEEVED' product (6M) has been ordered to ship this promotion to participating retail accounts on the attached Customer List. Refer to the Customer List for specific distribution of product.

DORAL B4G1F BRAND STYLEs	UPC Code	#/ (6M) Cases
Light King	12300-25291	30
Light 100	12300-25292	30
FF 100	12300-25293	30
Lt Men 100	12300-25294	30
Ult Lt 100	12300-25295	30
Box 100	12300-25296	30
Lt Box 100	12300-25297	30

~~6/5 Ship to~~
5/20 Ship To Retail 5/25/98
~~5/22~~ " " " 6/15/98
~~6/12~~ 6/3

Billing per 6M Case: **24 Savings Cartons**

Product Arrival: ~~6/5/98~~ ~~**May 18, 1998**~~

Ship Date to Retail: **Week of: June 8, 1998**

EFT $ Amount: ~~$46,243.10~~ $48,635.38 / $24317.69

PARTNERS 'BONUS' REPORTING DESCRIPTION 'DOR JUN B8G2F'

51845 6905

Source: https://www.industrydocuments.ucsf.edu/docs/zxny0000

PROMOTION DESCRIPTION:

******* NO PACKING IS REQUIRED *******

SHIP NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you $3.60 per each **promoted 6M** case for all product packed and shipped to retail on a timely basis. This equates to **$756.00 (210 (6M) case(s) @ $3.60)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162201
L. E. MacWilliams

Enclosure: Customer List

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

DORB8JUN.DOC

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Source: https://www.industrydocuments.ucsf.edu/docs/zxny0000

DIRECT ACCOUNT RETAIL CUSTOMER LIST

PROMOTION #800541: DORAL BUY 8 PACKS GET 2 PACKS FREE

RETAIL DISTRIBUTION DATE: 6/8/98

** NO PACKING REQUIRED ** POS Kits / Floor Base Displays will be shipped directly to Retail Accounts.

7 BRAND STYLES: DORAL LT/ LT 100/ FF 100/ LT MEN 100/ ULT LT 100/ BOX 100/ LT BOX 100

7 STYLES

[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
162201	162323	797001	CIGARETTE WAREHOUSE	38 MAIN ST	SARANAC LAKE	NY	CS	177968	PETER DAY WHLSE INC		30
162201	162239	88363	AKWESAANE TOB SHOP	RACE PT RD & RT 37	ROOSEVELTOW	NY	RS	177968	PETER DAY WHLSE INC		60
162201	162239	130277	AHNAWATE CORNER ST	RACQUETTE PT RD	ROOSEVELTOW	NY	RS	177968	PETER DAY WHLSE INC		60
162201	162239	130278	BEARS DEN SMOKE SHOP	ROUTE 37	HOGANSBURG	NY	RS	177968	PETER DAY WHLSE INC		60
162201	162239	130280	OIONKWAONWE SMOKE S	ROUTE 37	ROOSEVELTOW	NY	RS	177968	PETER DAY WHLSE INC		60
162201	162239	288243	BORDERLINE GROCERY	ROUTE 37	BOMBAY	NY	RS	177968	PETER DAY WHLSE INC		60
162201	162239	496480	WOLF PACK GIFT	RT #37 - BOX 121B	BOMBAY	NY	RS	177968	PETER DAY WHLSE INC		60
162201	162239	520885	G & G TOBACCO	RR & ROUTE 37	ROOSEVELTOW	NY	RS	177968	PETER DAY WHLSE INC		60
162201	162239	539530	GRACE & ALLAN'S	RFD#1 BOX 137 RT 37	BOMBAY	NY	RS	177968	PETER DAY WHLSE INC		60
162201	162239	582598	KANIENKEHAKA GAS	ROUTE 37 - BOX 919	HOGANSBURG	NY	RS	177968	PETER DAY WHLSE INC		60
162201	162239	596086	J.E.N. TOBACCO	BOX 134B - ROUTE 37	BOMBAY	NY	RS	177968	PETER DAY WHLSE INC		60
162201	162239	624567	TWIN LEAF GAS & TB	RT.37	HOGANSBURG	NY	RS	177968	PETER DAY WHLSE INC		60
162201	162280	522487	WILD BILL'S ONE STOP	ROUTE 37	HOGANSBURG	NY	RS	177968	PETER DAY WHLSE INC		60
162201	162280	715536	SPEEDWAY CONVENIENC	RT 37	HOGANSBURG	NY	RS	177968	PETER DAY WHLSE INC		60
162201	162323	492340	GANIENKEH	PO BOX 85	ALTONA	NY	RS	177968	PETER DAY WHLSE INC		60
162301	162323	724066	CIGARETTE WAREHOUSE	29 SMITHFIELD BLVD	PLATTSBURGH	NY	CS	177968	PETER DAY WHLSE INC		30
							177968 Total				30 CASE(S) PER STYLE

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Source: https://www.industrydocuments.ucsf.edu/docs/zxny0000

MESSAGE CONFIRMATION

DATE:05/13/98 TIME:09:36

ID:BFLO RJR

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
05/13	09:34	01'02"	518 359 7367	G3-S	003	OK

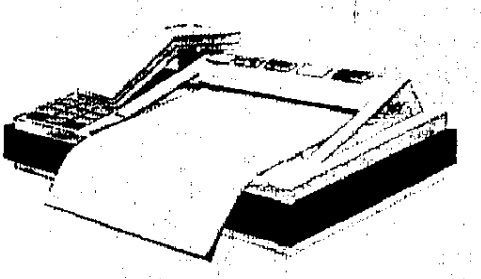
ST 845 6908

Source: https://www.industrydocuments.ucsf.edu/docs/zxny0000

518-359-7367

J. CAMPBELL
R. J. REYNOLDS TOBACCO CO.
(716) 634-4179
FAX (716) 634-3145

SENDING A FAX!!



DATE: 5-13-98

TO: P. Ray

NUMBER OF PAGES (INCLUDING COVER PAGE) 4

COMMENTS: Attached is revised letter per discussions this A.M. w/S. Shaft & L. MacWilliams. Steve will provide signed Retailer Authorizations as required.

J. Campbell

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